



## CASE STUDY



## eVitamins

Extended Validation Green Address Bar  
Means Safety to Customers and Increased  
Sales to eVitamins



## eVitamins



### SOLUTION SUMMARY

eVitamins was convinced conversions would rise when it moved to VeriSign® Extended Validation (EV) SSL Certificates, but the results far exceeded the firm's loftiest expectations. The study compared consumer conversion rates on browsers that support EV with those that do not, over the same time period, leaving no doubt that EV's comforting green address bar is the reason for the difference.\*

#### Industry

- E-commerce

#### Key Challenges

- Provide the highest level of security for sensitive customer information
- Convey this security consciousness to Web site viewers
- Leverage consumer peace of mind to boost sales.

#### Solution

- VeriSign Secured® Seal
- VeriSign Secure Site Pro with Extended Validation (EV) SSL Certificates

#### Results

- 50% higher conversion rate for Internet Explorer 7 users who see the EV green bar.

eVitamins has been providing vitamins and nutritional supplements over the Internet since 1999. Unlike others in the industry who have relationships with only a few suppliers, eVitamins works with over 300 vendors and offers more than 10,000 products – at prices 20% to 70% below brick-and-mortar retail stores. A company listed in the Inc. 5000, eVitamins is the recipient of many awards for excellence including a bronze medal from the prestigious World Wide Web Health organization, where it faced competition from many household-name healthcare companies.

One of the main reasons for eVitamins' success is how it assures customers that it is keeping their information secure. The very first sentence in the "About" section of the firm's Web site states its goal of providing a safe and secure online shopping experience. This concern for security drove the company to use VeriSign as its SSL Certificate provider from day one. "The VeriSign name means trust and security to people," said Tom Wick, Founder. "That's why we use VeriSign, and that's why we go out of our way to show that with the VeriSign Secured Seal. You wouldn't do that with a lesser known name."

### + Green Bar Delivers 50% More IE Conversions

To maintain its reputation for security, eVitamins is quick to seize any opportunity to provide a greater sense of security to customers. EV SSL is a prime example. "When we first heard about VeriSign's EV SSL Certificates, we realized how much sense it made to adopt them," said Wick. "The green bar is comforting in and of itself, and we knew the word would soon spread about the extra level of protection it provides. What really sold us were the case studies we read about other companies' experiences with VeriSign EV and the uplift in sales they reported."

Little did Wick realize that his own company's uplift would dwarf some of those he'd read about. For six months after switching to VeriSign® EV SSL Certificates, the company tracked conversions to sales by browser employed – specifically Internet Explorer versions 6 and 7. The findings: users of IE 7, which displays the green bar, converted to purchase a full 50% more often than users of IE 6, which lacks the capability. These results were especially welcome since it is the browser employed by more than two-thirds of eVitamins' customers.

"We were amazed and extremely thrilled," Wick said. "The results were much better than any of us expected. We found it surprising that that many people fully understood what the green bar meant and we underestimated the impact on consumers' purchasing behaviors."

### + VeriSign Provides Critical Technical Support

Moving to EV was quick and easy for eVitamins. The technical task was straightforward, and fulfilling the business-level requirements took only slightly more effort. "We went through the background check and the notarized statement and so forth, but we understood why and it makes perfect sense," explained Wick. "The whole point of EV is to demonstrate that an online retailer is legitimate and that it is who it says it is. It was a small price to pay for reassuring our customers that they're in a safe place at eVitamins.com."

\*Your company's results could vary. VeriSign, Inc. makes no warranties of any kind (whether express, implied or statutory) with respect to the services described or information contained herein.



*“Pretty soon an online retailer that doesn’t have EV will stick out like a sore thumb. For the minimal extra cost involved, I’m at a loss to understand why any online retailer would use any SSL Certificates other than EV SSL Certificates. Nor can I understand why they wouldn’t use VeriSign. It’s the most trusted name in the industry.”*

Tom Wick  
Founder  
eVitamins

While eVitamins needed no help installing the EV certificates, they had an occasion recently arise to summon VeriSign’s technical support. The company was migrating to a new server and could not get the SSL Certificates to display properly. With a deadline looming and no one on the IT staff able to determine a solution, eVitamins called VeriSign’s support people, who promptly diagnosed the problem and provided a fix. “What a lifesaver they were!” Wick said. “We’d have been in pretty serious trouble without them, but because of their help the incident had absolutely no impact on our business. It’s great to know help is there when you need it.”

#### **+ EV Adoption Rate Soars**

Wick closed by observing that the online community is moving rapidly to the latest versions of the most popular Web browsers, all of which support EV, and therefore the value of having EV SSL Certificates is rising fast for companies like his. “When we got started with EV we noticed only a few other sites that had it, but now it seems like everybody’s climbing aboard,” Wick concluded. “Pretty soon an online retailer that doesn’t have EV will stick out like a sore thumb. For the minimal extra cost involved, I’m at a loss to understand why any online retailer would use any SSL Certificates other than EV SSL Certificates. Nor can I understand why they wouldn’t use VeriSign. It’s the most trusted name in the industry.”

#### **+ About VeriSign**

VeriSign is the trusted provider of Internet infrastructure services for the digital world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence.

**Visit us at [www.Verisign.com.au](http://www.Verisign.com.au) for more information.**